# Aizad Shafeez

**Target roles · Senior BI Developer**

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## Summary

BI specialist building end-to-end reporting in Power BI, Tableau and SQL. Designed workforce reporting models at Electrolux and built 13 dashboards for Carsome Capital. Experienced in semantic modelling, pipeline monitoring, validation, peer review, user acceptance testing and production support.

## Skills

Power BI, DAX, Power Query, SQL, Python, Tableau, Redshift, Airflow, GitLab, dimensional and semantic modelling, ETL, data validation, unit testing

## Experience

**People Reporting & Analytics Specialist, Electrolux** · Jan 2024 - Present

- Built Power BI reporting on Workday and ServiceNow data for headcount, turnover, diversity, rewards and service governance across 10+ countries. Automation reduced reporting turnaround by 30%.
- Designed the Commercial EMEA headcount and cost model. Used a fixed exchange rate within each year so business partners could compare monthly workforce costs.

**Business Intelligence Analyst, Carsome** · Nov 2021 - Nov 2023

- Built 13 dashboards for Carsome Capital, from semantic models and Tableau reports through QA, user acceptance testing, release and support.
- Led the cross-team iCarAsia data model project. Built shared reporting tables in Redshift and shipped changes through GitLab peer review. Monitored pipelines in Airflow.

**Business Analyst, Jirnexu** · Jan 2020 - Jun 2020

- Built automated dashboards for lead-to-approval and lead-to-submission rates. Automated recurring reporting in Python for marketing and risk teams.

**Data Analyst, TheLorry** · May 2017 - Oct 2019

- Worked with the co-founder on business performance. Built a real-time operations dashboard in Holistics and automated 80% of manual reporting.

**Mathematics Tutor and Substitute Teacher** · Dec 2014 - Dec 2020

## Selected Project

**mini4izad.com** · 2026 - Present

Built and launched a searchable Tamiya kit and parts catalogue in one week using Claude Code, Cloudflare Workers and D1. Instrumented acquisition, feature use and paid conversions.

## Education

**Masters in Islamic Finance Practice, INCEIF** · 2013 - 2014

**Bachelor of Mathematics, University of Iowa** · 2008 - 2012